



WXYZ

# ORDER

Print Date 10/26/12

Page 1 of 3

Flight Dates **10/09/12-10/15/12**

Contract / Revision      **310829 /**

Original Date / Revision  
09/12/12    10/23/12

Advertiser **CARE for Michigan**

Agency    **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Product  
**CARE for Michigan**

Agency Com    15%

Billing Contact    **Pam Newby**

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1285**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      PKW      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	28	\$50,405.00	\$59,300.00	0.00	10/01/12	10/15/12	28	\$50,405.00	\$59,300.00
<b>Totals</b>	<b>28</b>	<b>\$50,405.00</b>	<b>\$59,300.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/09/12	10/15/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$700.00	P-2	0.00 NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--			5		\$700.00		0.00			
N 2	WXYZ	10/10/12	10/12/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	--1-1--	:30	2	\$1,600.00	FX	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--1-1--			2		\$1,600.00		0.00			
N 3	WXYZ	10/09/12	10/15/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11-1---	:30	3	\$800.00	P-2	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 10/26/12

Page 2 of 3

Contract / Revision **310829** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 10/23/12

Order Sep 00:20:00

Advertiser **CARE for Michigan**Product **CARE for Michigan**Estimate # **1285**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/09/12	10/15/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11-1---	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11-1---					3	\$800.00		0.00			
N 4	WXYZ	10/10/12	10/12/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	--1-1--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--1-1--					2	\$800.00		0.00			
N 5	WXYZ	10/11/12	10/11/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	---T---	:30	1	\$1,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	---T---					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/09/12-10/15/12		M-F 11a-12n		11am-12pm M-F	---Th----	:30		<del>(\$1,000.00)</del>		0.00	NM		
Unresolved [per tg wrong priority.....mt]															
N 6	WXYZ	10/10/12	10/15/12	12-1pm M-F 12-1pm	CM	12-1pm	1-1-1--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	1-1-1--					3	\$1,000.00		0.00			
N 7	WXYZ	10/15/12	10/15/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M-----					1	\$1,200.00		0.00			
N 8	WXYZ	10/09/12	10/15/12	5p News 5-6pm M-F	CM	5-6pm M-F	111----	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	111----					3	\$1,800.00		0.00			
N 10	WXYZ	10/15/12	10/15/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-F	M-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M-----					1	\$2,000.00		0.00			
N 11	WXYZ	10/15/12	10/15/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M-----					1	\$20,000.00		0.00			
N 12	WXYZ	10/14/12	10/14/12	Sunday Prime B Sunday Prime B	CM	8-9pm Sunday	-----S	:30	1	\$9,000.00	FX	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$9,000.00		0.00			
N 13	WXYZ	10/09/12	10/12/12	12-1pm M-F 12-1pm	CM	12-1pm	-TWTF--	:30	2	\$1,300.00	FX	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-TWTF--					2	\$1,300.00		0.00			
N 14	WXYZ	10/09/12	10/12/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	-TWTF--	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-TWTF--					2	\$1,200.00		0.00			
N 15	WXYZ	10/09/12	10/12/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-TWTF--	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 10/26/12

Page 3 of 3

Contract / Revision     **310829**     Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision    09/12/12/   10/23/12

Order Sep    00:20:00

Advertiser    **CARE for Michigan**     Product **CARE for Michigan**

Estimate #    **1285**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 15	WXYZ	10/09/12	10/12/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	- TWTF - -	:30	2	\$1,500.00	FX	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	- TWTF - -	2		\$1,500.00		0.00					
													Totals	28 \$59,300.00